

*Providence Tourism Council  
Minutes to Board of Directors Meeting  
February 21, 2013*

**Members Present:** Pamela Baldwin, Paul Brooks, Michael Gennaro, Jeff Hirsh, and Jim McCarvill

**Also present:** Martha Sheridan (PWCVB), Kristen Adamo (PWCVB), Susann DellaRosa (financial), Kerry Furtado(PWCVB), Sonali Mukerjee (Lou Hammond & Associates), Susan Leach DeBlasio (legal counsel), Brian Hodge (PWCVB), Lynne McCormack (City of Providence), Dan Baudouin (Providence Foundation), Joelle Canter (Providence Foundation), John Seely (Designer)

**1. Call to Order:** Chairman Paul Brooks called the meeting to order at 4:05 PM.

**2. Approval of Minutes:** The minutes of the December 20, 2012 meeting were distributed and unanimously approved upon motion and second.

**3. Finance report/approval of budget:** Susann DellaRosa reviewed the PTC balance sheet and the proposed budget to date.

A motion was made and seconded, and a vote was taken to approve the finance report as presented, and the budget for the new fiscal year. She also reported that the cash flow was good, and grant payment is current.

**5. Report from Lou Hammond and Associates:** Lou Hammond Senior Account Executive, Sonali Mukerjee reported on a wide array of media activity performed by the firm including:

Agency participated in conference calls with the client and provided agendas and call reports on the same.

Agency created monthly clip analysis chart for client.

Agency continues to update LH&A Twitter page, Facebook page and website with client releases, weekly value blasts and key contests/images.

Agency provided client with relevant media clips.

Agency/client participated in call revolving around economic development efforts in Providence and created report afterwards.

**6. Report from the Providence Warwick Convention and Visitors Bureau:**  
PWCVB Vice President of Marketing and Communications Kristen Adamo was joined by Communications and Social Media Manager Brian Hodge for this report.

a. Advertising

- 1.) Developed a plan for #1 culinary ranking
- 2.) Partnered with RI Airport Corporation on advertising in Baltimore and Houston for Patriot playoffs
- 3.) Placed ads for Providence Restaurant weeks
- 4.) Partnered with Warwick on ad for StyleWeek Providence
- 5.) Half-year review of advertising for FY12 showed leisure ads well above average Click Thru Rates (CTR)

b. Collateral Materials

- 1.) Producing *Destination Providence for Spring/Summer*
- 2.) Distributed Restaurant Weeks Collateral
- 3.) Developing new materials for the Visitors Center

c. Special Events

- 1.) Providence Restaurant Weeks (PRW) held January 13-26, 94 participating restaurants, increase in both visits to PRW website and in Open Table reservations
- 2.) Providence for the Holiday, increase in web traffic over 2012

d.) Electronic Media

- 1.) Overall website visits for calendar year 2012 increased 20 percent over 2011
- 2.) Streamlined culinary recipe and video page
- 3.) Developed page for NFL playoffs
- 4.) Planning Refresh of website
- 5.) Introduced "Free Stuff Fridays" weekly giveaway aimed at promoting Facebook, Twitter
- 6.) Created a video with Oscar picks by the RI Film Festival staff

e. Public Relations

- 1.) Met with David Ortiz to begin developing media outreach opportunities for Mayor Taveras
- 2.) Providence proximity to Gillette Stadium featured online with *Houston Chronicle* and *Baltimore Sun*
- 3.) Restaurant Week coverage included appearances on the "Rhode Show" and full page in the *Providence Journal*
- 4.) Lobbying for Providence to host StarChefs 2014 Conference

f. Community Relations

- 1.) Working with key stakeholders to develop and market historic and cultural product. Martha Sheridan reported on the success of her effort to work with many different groups to pull them together in her Tourism Summit Group
- 2.) Assisted with various events, Eat Drink RI, Lovecraft Conference, Taste Makers Culinary Tourism Conference, RI Film Festival
- 3.) Met with Trinity Rep to discuss 50th anniversary plans and NYC outreach
- 4.) Assisted Providence Animal Rescue league with developing fundraising video

g. Kerry Furtado from the PWCVB gave her report on Leisure Sales.

**7.) Lynne McCormack, Director of the Department of Art Culture & Tourism, City of Providence.**

Lynne reported on,

- a.) The purchase of a building for WaterFire
- b.) A new Special Events Permit, requires a 60 day in advance filing
- c.) Preparation for 4th of July Fireworks
- d.) Preparing to launch Rapid Bus Transit Corridor branding RFP
- e.) Lynne attended the ArtPlace Summit in Miami Beach
- f.) Participated in Senate Policy Agenda for Arts & Culture in Economic Development, at an Art Charette
- g.) Working on Revamping the Arts Calendar
- h.) Completed: A Vision for Greater Kennedy Plaza

**8. Presentation on proposed new signage for Providence, The Way Finding Project**

Dan Boudouin, Executive Director of the Providence Foundation, explained all the hard work that has gone into the signage project over the course of many years, and expressed its importance to the City of Providence, Joelle Kanter gave a power point presentation on the locations of the new signage and answered questions from the board. Ms. Kanter explained the evolution of the project and the need for new signage. John Seely, the principal designer for the signage project showed us what the new signs would look like and how they would be placed throughout the City. No vote was taken on their grant request at this time.

**9. Old Business: None**

**10. New Business: None**

**11. Adjournment: The meeting was adjourned at 5:15 PM.**

Respectfully submitted,

Paul Brooks, Chair PTC